

# STRATEGIC PLANNING

1995 INCORPORATION

1996 VISION 2016

1999 1ST COMPREHENSIVE PLAN



2007 VISION 2022 & STRATEGIC PLANNING INITIATIVE

2009 ECONOMIC DEVELOPMENT INITIATIVE &  
8 CONCEPTS FOR THE FUTURE

2011 GREAT HOMETOWN/"WELLINGTON 2060"

2012 SUSTAINABLE WELLINGTON

POSITIONING  
WELLINGTON  
FOR THE FUTURE...

In this document, we look at Wellington's strategic planning which began in 1996. As we plan for the next fiscal year and the future, here is a snapshot view of where we have been and the roadmap we used to get here.



# A LOOK BACK AT WELLINGTON'S STRATEGIC PLANNING

Wellington has a strong legacy of strategic planning and community visioning. Since incorporation, the Village leaders focused on short and long-term issues to identify the community priorities and ways to make them happen. It contributed to Wellington being named "Top 100 Best Places to Live 2010" by CNN Money Magazine. More importantly, the efforts have continued to make Wellington a great hometown.

Wellington's first strategic plan was developed in 1996. It became known as the "Vision 2016" plan. One year after incorporation, Vision 2016 was created through multiple planning sessions with the Village Council and residents. The planning efforts culminated in a 19-year plan (1997-2016) that identified specific actions to achieve Wellington's six goals (p.2). It provided the foundation for the first comprehensive plan adopted by the Village in 1999. These six goals were implemented by 106 specific actions. The actions were tracked annually and as of 2005, approximately 84 percent of the actions were complete.

At the 10-year mark, the Village Council revisited the Vision 2016 plan. The Council focused on defining the next steps to preserving the vision. The result was the "Vision 2022" plan (2007-2022) and its corresponding strategic goals and actions. By looking at the bigger picture, the identified actions would ultimately address the smaller issues. Vision 2022 was comprised of 157 actions. By 2008, more than 20 percent of the action items were complete with an additional 60 percent in progress.

In 2008, the economic strength of the nation and the region changed and new challenges were emerging. As Wellington had done with Visions 2016 and 2022, it responded to the anticipated changes and the potential impacts to Wellington. The result was the Economic Development Initiative (EDI). The EDI re-evaluated the community challenges and identified approaches to preserve the vision. The "8 Concepts for the Future" were identified, but the underlying elements of Visions 2016 and 2022 were still present – education, housing, safety – "A Community for a Lifetime."

Over the last few years, Wellington has continued to evolve these concepts into "Sustainable Wellington". The 8 Concepts remain but are now repositioned. Several of the concepts are overarching elements of all of Wellington's initiatives, such as livable neighborhoods and education. Others have been combined into one concept – Midtowne – because it encompasses Forest Hill boulevarding, mixed use projects, village centers, and housing reinvestment. The ultimate goal remains same – "A Great Hometown."

The Wellington annual financial and operational plan also provides the basis for departmental business plans which are rolled into the Budget and the Capital Improvement Plan (CIP). The Strategic Plan for FY2012 resulted five fundamentals to achieve "A Great Hometown" consisting of (A) Protecting Our Investment, (B) Neighborhood Renaissance, (C) Responsive Government, (D) Respecting the Environment, and (E) Economic Development. Each fundamental has corresponding focus areas, projects and programs, and key measures. All of which are positioning Wellington for the future and detailed on the following pages.

## VISION

A Great Hometown:  
Great Neighborhoods,  
Great Schools  
and  
Great Parks

## MISSION

To provide high quality  
services that create  
economic, environmental and  
social sustainability  
for residents



# Wellington Strategic Planning: 1996 - Today

"VISION 2016" 1996	LAND USE	EQUESTRIAN	HOUSING & EDUCATION	CONSERVATION RECREATION & OPEN SPACE	CAPITAL IMPROVEMENTS	INTERGOVERNMENTAL COORDINATION	
"VISION 2022" 2007	PROVIDE CUSTOMER-FOCUSED SERVICES IN COST EFFECTIVE MANNER	INVEST IN INFRASTRUCTURE THAT PROMOTES SAFETY, CONVENIENCE, ENVIRONMENTAL RESPECT AND CONNECTIVITY	PREMIER PLACE TO LIVE IN PBC	DISTINCTIVE LIVABLE NEIGHBORHOODS PROMOTING HOME TOWN VALUE	INVESTING IN WELLINGTON'S FUTURE		
ECONOMIC DEVELOPMENT INITIATIVE-2009	MEDICAL ARTS DISTRICT	FLEX ZONING BUSINESS & EMPLOYMENT CENTERS	8 MIXED USE PROJECTS OR "VILLAGE CENTERS"	CONCEPTS FOR THE FUTURE BOULEVARDING (FOREST HILL IS OUR MAIN STREET)	TOWN CENTER EQUESTRIAN COMMUNITY/ INDUSTRY	HOUSING REINVESTMENT RETAIN NEIGHBORHOOD CHARACTER	SUSTAIN- ABLE ELEMENT
GREAT HOMETOWN 2010	NEIGHBORHOOD RENAISSANCE	ECONOMIC DEVELOPMENT	5 FUNDAMENTALS PROTECTING OUR INVESTMENT	RESPECTING THE ENVIRONMENT	RESPONSIVE GOVERNMENT		
SUSTAINABLE WELLINGTON 2011/2012	4 PRINCIPLES LIVABLE NEIGHBORHOODS OPEN SPACE EDUCATION EMPLOYMENT	MEDICAL ARTS DISTRICT	3 INITIATIVES EQUESTRIAN COMMUNITY	MIDTOWNE 1. TOWN CENTER 2. COMMUNITY REINVESTMENT 3. GREEN SPACE			





## 5 Fundamentals

- A. Protecting our Investment
- B. Neighborhood Renaissance
- C. Responsive Government
- D. Respecting the Environment
- E. Economic Development

## 4 Principles

- Livable Neighborhoods
- Open Space
- Education
- Employment

## 3 Initiatives

- Medical Arts District
- Equestrian Community
- Midtowne (Town Center - Community Reinvestment - Green Space)

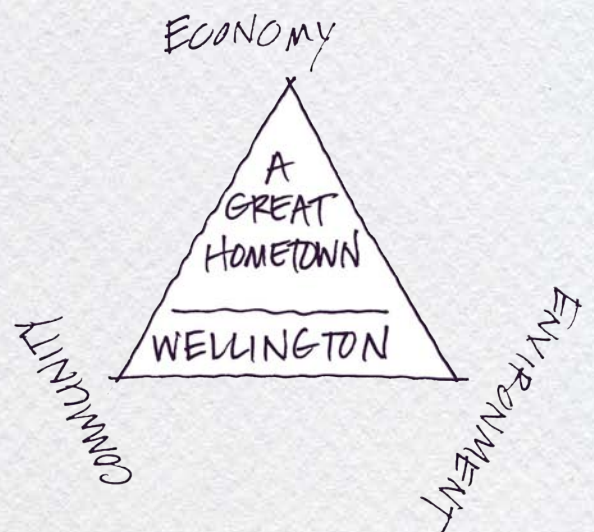
## 2 Funding Objectives

- Core Business
- Quality of Life

## 1 Wellington A Great Hometown!

### Four Tests for all Projects and Programs

1. Does it foster a family environment?
2. Does it promote safe neighborhoods?
3. Does it enhance the value of our community?
4. Is it the right thing to do?





# Village of Wellington Organization Chart



Our mission is to create and maintain an innovative and cost-effective local government that meets or exceeds the needs of Wellington's residents.

Council

Manager

Deputy Manager

Public Safety  
Emergency  
Operations

Assistant  
Manager

Planning &  
Development  
Services (New)

Community  
Services

Information  
Technology

Clerk/Open  
Wellington

Customer Service

Finance,  
Management &  
Budget

Human Resources

Director of  
Operations

Parks & Recreation

Capital  
Improvement

Construction  
& Engineering  
Services

Public Works

Utilities





## FUNDAMENTAL



Great  
Hometown!

## PROTECTING OUR INVESTMENT

Roads

Drainage

Water and Sewer

Parks and Greenspace

Public Buildings

### DRAINAGE

Wellington owns and maintains its vast storm water drainage system. With state of the art drainage infrastructure, Wellington's pump stations and control structures ensure the community water levels are carefully controlled. This is an ongoing operation and equipment must be kept in top condition. Wellington is always looking for ways to upgrade, and is currently developing a "wi-fi" system that will allow even greater control over water levels.



Cleaning C-4 Canal

Wellington's infrastructure, which consists of its roads, drainage systems, water and sewer systems, parks, recreation facilities and open space, and its public buildings and facilities, are a considerable community investment. It is millions of dollars that have been invested in the community for Wellington's quality of life. This investment has made Wellington the best planned community in South Florida. The quality and service delivery associated with the infrastructure has a significant effect on the quality of life of Wellington's residents. It contributes to the value of their personal investments in the community, i.e. their homes and businesses. Wellington strives to provide the highest quality and level of service to residents and businesses for all of its infrastructure, facilities, and related services.



To protect our investment Wellington prioritizes capital improvements to improve our infrastructure and facilities and develop fiscally sound policies for future capital investments.

### PUBLIC BUILDINGS AND FACILITIES

Wellington takes pride in maintaining its public buildings, maximizing appearance, and working conditions. Green cleaning policies have been implemented in all maintenance programs. We continue to enhance our facilities such as the new Village Hall to provide our community with the amenities and aesthetic quality that is Wellington's standard. Wellington has great facilities like its parks, aquatic center, and amphitheater. The next great building will be the new Wellington Community Center - coming soon.



Wellington Community Center



## WATER AND SEWER

Approximately \$30 million is programmed over the next four years for the repair, replacement, ongoing maintenance and expansion of Wellington's potable water system and wastewater treatment facilities. Wellington will be expanding existing facilities in order to meet future capacity needs. Projects include improvements to existing sewage lift stations, replacement of force mains throughout Wellington, connecting raw water wells, and improving water storage repump facilities. Wellington will perform rehabilitation of several lift stations each year starting with those in worst condition/highest risk.

The Wastewater Treatment Facility is responsible for the maintenance and operation of the Water Reclamation Facility and wastewater treatment process. It processes approximately 6.5 million gallons per day.



Wastewater Treatment Plant

### ROADS MAINTENANCE

Wellington created a two-year pavement resurfacing program for roadways throughout the Village. The next phase of resurfacing is beginning in FY 2012.

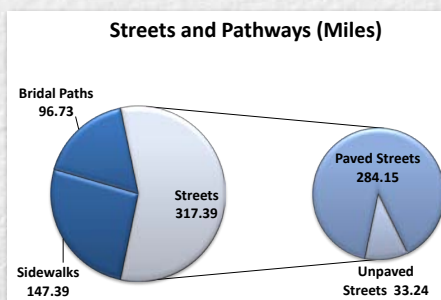
Wellington maintains approximately 33 miles of unpaved roads. Road maintenance includes the installation of shellrock as roads deteriorate.

The following roadways were resurfaced in FY 2011:

- South Shore Boulevard
- Pierson Road
- Fortune Way
- Big Blue Trace
- Wellington Trace
- Fairlane Farms Road
- Montauk Drive

The following roadways are scheduled for resurfacing in FY 2012:

- Wellington Trace - Stratford Street to Forest Hill Boulevard
- Big Blue Trace - South
- Big Blue Trace - South Shore Boulevard to Wellington Trace
- Lake Worth Road - various sections
- South Shore Boulevard - Margate Place to Greenview Shores Boulevard



## PARKS AND GREENSPACE

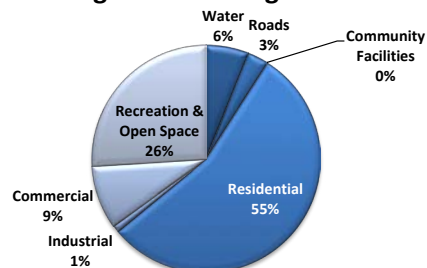
Wellington parks and greenspace are the best in Palm Beach County. There are 894 acres with multiple and varied facilities.

Throughout the Village are trails connecting the parks facilities, and equestrian areas. Wellington implements several maintenance programs to benefit the parks and public facilities including entrance signs, tree trimming palm pruning, and weed spraying.

Extensive field renovations will continue including drainage, sod, soil and building practice fields, and multipurpose fields.

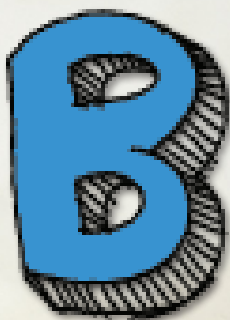
Wellington also has great natural parks and open space such as Peaceful Waters Sanctuary and the Marjory Stoneman Douglas Wildlife Preserve. Both provide a display of a variety of animals and plants native to South Florida. These parks are great for nature photography.

### Wellington Land Usage in Acres





## FUNDAMENTAL



**Great  
Hometown!**

## NEIGHBORHOOD RENAISSANCE

**Safe Neighborhoods**

**Foreclosures and Vacancies**

**Neighborhood Redevelopment**

**Citizen Involvement**

### DEFENSIVE MEASURES GRANTS

Wellington property owners in defined neighborhoods can apply for a grant to make safety, lighting and landscaping improvements. The amount available is up to \$500 per address. Eligible projects are generally Crime Prevention Through Environmental Design (CPTED) such as:

- Motion sensor safety lighting
- Fencing, thorny plant installation
- Installation of hedges along a CPTED fence



CPTED Fence and  
Hedge

The Safe Neighborhoods Initiative is a program that is successfully revitalizing and stabilizing our community, neighborhood by neighborhood. The team, comprised of Code Compliance Officers, Sheriff's Deputies, and Neighborhood Advocates work together to address criminal activity, create community cohesion, provide families better access to social services and solve problems. Advocates interact with residents directly to assess the needs of the community; programs are then developed based on the information obtained. Collaboration with local businesses, non-profit organizations, local Chambers of Commerce and faith-based organizations engage the community to serve a multitude of needs.



Great American Clean Up  
Volunteers



Cluster  
Mailboxes

### LANDLORD 411 PROGRAM

- Partnered with Palm Beach County Sheriff's Office
- Created Wellington's Landlord Association in April 2011
- Currently 70 active participants representing 450 properties

The program goals are to:

- Improve the quality of life, safety and neighborhood security for tenants and residents
- Promote communication among landlords and enhance their relationship with their tenants
- Provide the necessary tools and education to protect their investment.



Landlord 411 Meeting



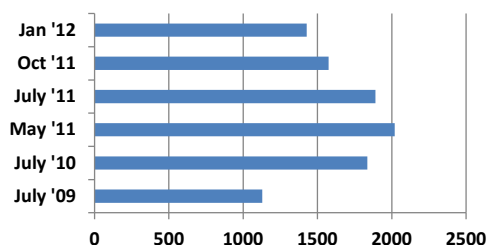
## NUISANCE ABATEMENT

Wellington's nuisance abatement code deals with overgrown grass and added dilapidated properties. Wellington now has the ability to abate broken windows and doors, secure open pools, treat green and unkempt pools, mow grass and trim overgrown landscaping. The average cost per case is \$200. Wellington abates about 300 properties a year.



Abated Property

Wellington Foreclosures



## CODE SWEEPS

Through community meetings and resident feedback, neighborhoods are selected for code sweeps. The sweeps consist of inspections for property maintenance violations including conditions of roofs, walls, driveways, sidewalks, fences, and landscape maintenance. On average, 60 percent of code violations are corrected through this effort.

licensing:

- Protects and maintains Wellington's housing stock
- Enforces property maintenance standards



Community Improvement Day  
Periwinkle Place

## RENTAL DWELLING UNIT LICENSING

Wellington contains about 1,600 multifamily rental units. The

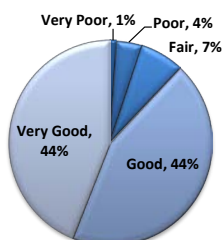
## NEIGHBORHOOD STABILIZATION PROGRAM

Wellington was awarded \$750,000 in Neighborhood Stabilization Program (NSP) 1 funds to purchase abandoned or foreclosed homes, rehabilitate them, and resell them to income-qualified families with a goal to revitalize neighborhoods and to increase property values. Wellington has purchased and rehabilitated five homes located throughout Wellington which are currently up for sale.

## REDUCING CRIME

Wellington works closely with the Palm Beach Sheriff's Office (PBSO) to reduce crime with proactive efforts. Our community policing (CP) and juvenile assessment and monitoring (JAM) deputies, in tandem with our PBSO Street Team, work hard to significantly reduce crime in Wellington. Their philosophy of community engagement is both simple and effective with a lasting impact that means safer communities and a higher quality of life.

Perception of  
Police Protection



Utilizing door-to-door surveys of our residents, we're gathering proof that our methods are working; 65% of respondents are either satisfied or very satisfied living in their community, 88% rate our police protection as good or very good and, respectively, 79% and 94% felt safe or very safe in their homes at night and during the day. Most importantly, 68% believe that our community will continue to improve.



PBSO Street Team



## FUNDAMENTAL



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## RESPONSIVE GOVERNMENT

Communicating  
the Vision

Encourage Resident  
Participation

Delivery of Services Residents  
Actually Need When They Need It

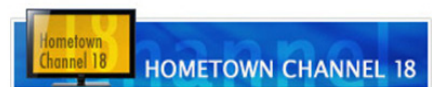
Being Completely Accessible  
Embracing Inclusive Technology

## RESIDENT'S ACADEMY

Wellington held The Resident's Academy in 2011 to educate residents on how their local government works. Residents attended a six week course that covered all areas of Wellington operations including administration, public works, parks and recreation, technology and utilities as well public safety and fire rescue. Wellington is planning another session for Spring 2012 to educate and engage residents in the Budget Challenge.

## E-SERVICES/COMMUNICATION

Wellington realizes that many of our residents and customers either can't make it to our offices during business hours, or just prefer to do business electronically. We are continually updating and adding ways for people to do business with Wellington electronically. This includes online transactions (building permits, electronic plan review, utility payments, recreation registration, business tax receipt payments, vendor registration, code compliance review, online forms, citizen action center and more), social media (Twitter, Facebook, YouTube), IVR (Integrated Voice Response – inbound and outbound calling), and streaming of channel 18 online. These services will continue to be improved and expanded to meet customers' need.



The reason that the Wellington government exists is to serve its residents and businesses. Wellington provides a multitude of services ranging from infrastructure, utilities, to recreation programs. It also disseminates information to the public regarding activities, programs, and encourages resident participation in local government. Wellington also makes data and information regarding the business of Wellington government available to residents. In all of these services, Wellington strives to provide quality services at a high level of customer satisfaction. Wellington continues to improve upon its service delivery, communications, and customer interaction in all aspects of its operations to be a more responsive government. Wellington also continues to develop new ways to increase effectiveness, improve processes, and utilize technology to be more responsive government accessible and meet the needs of its customers.

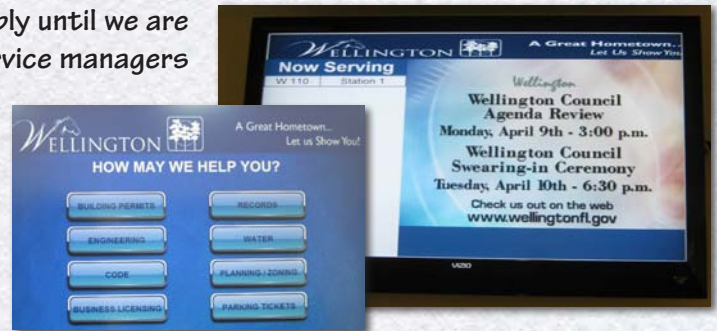




## LOBBY MANAGEMENT SYSTEM

As an ongoing effort to deliver superior service for our residents, customers, and business partners, a Lobby Management System was installed in the City Hall lobby. Customers are able to sign in at an electronic touchscreen kiosk located in the lobby and select their desired service. An electronic ticket is issued and customers wait comfortably until we are able to assist them. The technology allows customer service managers to monitor lobby services and wait times to adjust staff resources as needed. The system provides valuable data to improve customer communication and staffing during high service volume periods.

Wellington launched its new website to coincide with the grand opening of City Hall in January 2011. Staff can now directly update Wellington's web pages. As a result, web information is updated faster and more accurately.



Lobby Management System Kiosk & TV

## OPEN GOVERNMENT

Wellington is working towards becoming the model agency of practicing "Open Government". Wellington has long been transparent, but now is taking bold steps to increase the amount of data available and move towards greater citizen engagement and collaboration. This is being done through six interactive technologies that form the foundation of Open Wellington.

### 1. Financial Transparency

Anyone can view, sort, search and export three years of financial documents on our website.

### 2. Open Town Hall

A new service which allows interaction and collaboration through online forums, questions and answers, and polling. A simple to use website that allows Wellington to post forums and questions, gather feedback, then analyze based on location, words used, and polling responses. The system is currently being tested and should be live in 2012.

### 3. Virtual Town Hall

A new service that allows Wellington to host virtual town hall meetings. These meetings are attended by both live and online audiences and allows for audio, video and presentation streaming, along with input through texting, or if desired, video feeds. Users can also automatically send Twitter and Facebook updates that include invitation links to the Virtual Town Hall meeting. Potential for interactive council meetings as well. Currently testing the system with internal meetings and should go live in 2012.

### 4. Data.wellingtonfl.gov

A new service allows Wellington to upload all of the data it chooses to a cloud-based website providing open and easy access to the data. Information like building permits, code enforcement, crime, financial information and other general data that Wellington collects can be viewed, sorted, or downloaded by any user. The system also allows applications or websites to be built using the data without limitation by Wellington.

### 5. Document Management

Web based management system to include all available records, automatic connections to GIS and financial reporting, and easy-to-find folder structure.

### 6. Geographic Information Systems (GIS)

GIS is a series of databases that are connected through property records and presented on "smart maps". GIS has live connections to data processing system, document management, and multiple external data services, and all information is collected and presented with analytical and review tools online.



## FUNDAMENTAL



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## RESPECTING THE ENVIRONMENT

**Built/Physical Environment -  
Green Techniques, Reduction  
in Waste and Green House Gas  
Emissions**

**Natural Environment -  
Maintaining and Preserving Green  
Spaces and other Natural Areas**

### OPENED NEW LEED GOLD CERTIFIED VILLAGE HALL

Wellington opened Village Hall on January 3, 2011. The building received Leadership in Energy and Environmental Design (LEED) Gold Certification. Energy efficient features include reflective roofing materials, high performance HVAC systems, low-flow water fixtures, and a cistern to capture and redistribute rainwater.



Village Hall

Wellington's respect for our environment is ingrained in every department, every initiative, and every project. Our location at the northern border of the Arthur R. Marshall Loxahatchee National Wildlife Refuge and the Florida Everglades instills a need for great environmental responsibility from Wellington's government and residents.



Big Blue Preserve

Wellington's LEED Gold Certified Village Hall and its green cleaning policy, The Wellington Environmental Preserve at the Marjorie Stoneman Douglas Everglades Habitat, the native landscaping and tree policies, the solar powered traffic lights, and the reclaimed water

infrastructure all demonstrate Wellington's commitment to preserving our natural habitat and environment.

### WELLINGTON ENVIRONMENTAL PRESERVE

The Wellington Environmental Preserve at the Marjory Stoneman Douglas Everglades Habitat (Section 24) is a 365-acre rainwater storage area with nature trails and learning centers, built through a partnership between South Florida Water Management District and Wellington. In compliance with the 1994 Everglades Forever Act, rainwater from Wellington must be cleansed of phosphorus before it enters the Florida Everglades. The southern half of Wellington (Basin B) has 9,230 acres of storm water runoff (rainwater) that is now routed west to Section 24. It leaves Section 24 via various nearby canals before entering the Florida Everglades.



Trellis at Wellington Preserve



## CLEAN UP PROJECTS

Over the last year, the Volunteer Wellington program has utilized more than 150 volunteers to take part in the International Coastal Clean Up and the Great American Clean Up. The Great American Clean Up is the nation's largest community

improvement program, taking place annually from March 1st through May 31st. In 2011, 3.8 million volunteers participated in more than 16,000 communities nationwide and Wellington was one of those communities. The International Coastal Clean Up is a project dedicated to removing trash and debris from the open waterways, which include canals, lakes and rivers. Wellington collected over 4,500 lbs of TRASH at these two events in 2011.



International Coastal Clean Up



Neighborhood Planting Project

### NATIVE LANDSCAPING REQUIREMENTS

Wellington adopted a "Preferred Species List" which includes native and drought tolerant species, noninvasive plants and plants that are not destructive to indigenous species. The development must include at least 50% of plants from Wellington's Preferred Species List.

### GREEN CLEANING POLICY

Wellington implemented an internal Green Cleaning policy in May 2010. This policy addresses environmental best practices for

cleaning the interior of the Village Hall. Today, Wellington's cleaning supplies are 100% green and environmentally-friendly.

### RECLAIMED WATER

Wellington operates a 1.0 million gallon per day Reclaimed Water Facility which provides irrigation quality water to Village Park.

### SOLAR LIGHTS

Wellington utilizes solar energy to power various school traffic lights, horse crossing lights and bus shelters.

### TREE CITY USA

Wellington has been certified for the past 15 consecutive years as

a Tree City USA. Wellington also received the Growth Award for six consecutive years.

### GO GREEN WEB PAGE

Wellington's website contains a "Go Green" Web page which provides residents with information and updates on Wellington's green initiatives and programs. The website promotes and allows residents to pay utility bills on-line greatly reducing paper use.

## GREEN LOCAL GOVERNMENT

Wellington was the first municipality in Palm Beach County to receive the Florida Green Building Coalition (FGBC) Gold Certified Green Local Government designation. The FGBC Green Local Government program recognizes cities and counties for achievements in outstanding environmental stewardship. To qualify, the local government must meet FGBC criteria focused on improving environmental performance (energy, water, air, land, waste), environmental practices done "in-house", educational activities to improve the environment, and incentives and ordinances to foster green practices.





## FUNDAMENTAL



**Great  
Hometown!**

## EDUCATION

Education is a core component of the economic development strategy. Educational opportunities should benefit all residents at every education and employment level. The current strategies focus on institutions that currently have a presence in Wellington, such as Palm Beach Atlantic University (PBA), Lake Erie College of Osteopathic Medicine (LECOM), Florida Atlantic University (FAU), Palm Beach State College (PBSC), and numerous vocational and technical institutions, including:

- Expansion of existing college, technical or vocational programs
- Development of new college, technical or vocational programs
- Development of partnerships between the educational community and Wellington businesses and institutions



## ECONOMIC DEVELOPMENT

**Supportive Services for Core  
Businesses**

**Retain and Attract New Local  
Businesses**

**Equestrian Branding**

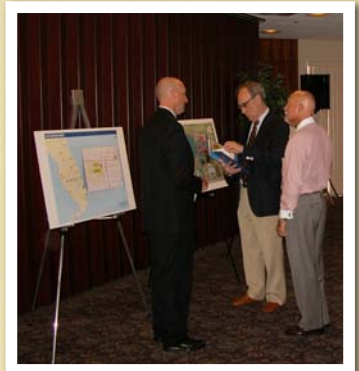
**Flexible Regulations (Friendly  
Business Environment)**

**Education**

Wellington's economic development initiatives are designed to generate long-term benefits. The initiatives focus on enhancing existing assets to stimulate investment in our community and maintain Wellington as a great hometown for generations.

Wellington's initiatives are designed to retain and attract new local businesses which support Wellington's quality of life. Many strategies are policy based and designed to encourage private investment by addressing business challenges with Wellington's regulatory framework. Wherever possible, initiatives capitalize on existing strengths and current projects.

By concentrating on economic development that is "sustainable" Wellington can help maintain a healthy and viable local economy.



## EQUESTRIAN BRANDING

Wellington is embarking for the first time to create an Equestrian Master Plan. With research, analysis, and most importantly, community input, the Master Plan will help guide the future of the equestrian community in Wellington. The objectives of Master Plan are to:

- Preserve the existing equestrian community
- Envision and enhance the future of the equestrian community
- Generate a sustainable Equestrian lifestyle for years to come





## BUSINESS RECRUITMENT AND JOB CREATION

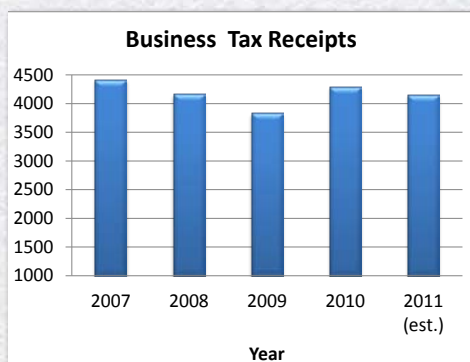
Wellington is focused on filling our vacant commercial space and infilling our available commercial properties. The ultimate goal is to increase employment opportunities in Wellington, primarily "value-added" employment that generates a wage 10% or higher than the County average. Current initiatives underway include:

- **Medical Arts District** - 210 acres located on the northwest corner of US441/SR7 and Forest Hill Boulevard. The District is anchored by Wellington Regional Medical Center and is approved to build 2.3 million square feet of medical office, education, and research and development. The employment center is estimated to create and retain 6,000 jobs.
- **Equestrian Community** - Equestrian Master Plan will be created to preserve and enhance the equestrian "lifestyle". The Master Plan will define the direction for the future of the equestrian community and quantify and define impacts and trends.
- **Town Center/MidTowne** - create a community destination connected to the adjacent residential, commercial and Lake Wellington. Staff is targeting private and public reinvestment in residential and commercial areas to development a district "sense of place".

## BUSINESS TAX RECEIPTS (BTR)

A BTR is an annual municipal tax on all businesses operating in Wellington, including one-person operations and home-based businesses. The number of business tax receipts issued by Wellington per fiscal year provides a snapshot of how many businesses operate in Wellington.

Over the past few years, the Florida Legislature has discussed repealing the ability to issue business tax receipts. Wellington is planning ahead and will be prepared for this.



## RETAIN LOCAL BUSINESSES

Wellington's recognizes that our existing and viable businesses are very important. Success of existing business is the best indication of a healthy local economy and Wellington believes that to work in concert with the business community, government must be viewed as a partner.

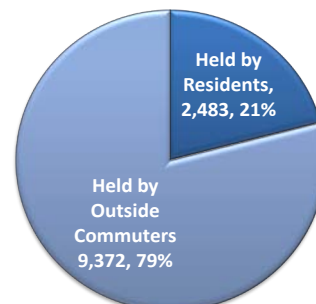
Support of local business constitutes the foundation for Wellington's sustainable economic future.

## SUPPORTIVE FOR CORE BUSINESSES

Having successful businesses is one of the best ways to attract new investment. Some of the ways Wellington is working to help our businesses maintain a competitive edge:

- "Business Ambassador" program to guide businesses through the business tax receipt process and related departments
- Planning for broadband fiber-optic network
- SHOP Wellington, an internet based local business directory
- Identifying local, state, and federal incentives for business growth
- Maintaining an active role in local business groups including the Chambers of Commerce and the Business Development Board.

## 11,855 Total Jobs in Wellington





# POSITIONING WELLINGTON FOR THE FUTURE... Today!



12300 Forest Hill Boulevard  
Wellington, FL 33414  
561.791.4000

[www.wellingtonfl.gov](http://www.wellingtonfl.gov)

Bob Margolis, Mayor  
Howard Coates, Jr., Vice Mayor  
Matt Willhite, Councilman  
Anne Gerwig, Councilwoman  
John Greene, Councilman

Paul Schofield, Manager